



Doncaster Chamber's 'Vote Yes' campaign wins national Chamber Award

A major campaign to retain an Elected Mayor in Doncaster and continue the economic improvements seen in recent years has been recognised at the British Chamber of Commerce Chamber Awards.

Doncaster Chamber of Commerce and Enterprise, which represents over 1050 members in the town and surrounding areas, beat off competition from across the UK to win the Most Effective Campaigning title.

The organisation acted on findings from its members that stated 85% of them wanted to retain an Elected Mayor by developing a 'Vote Yes' campaign that used one-to-one networking, extensive regional and national media coverage and hosting debates to reach out to local residents, businesses and stakeholders.

Led by CEO Daniel Fell, the initiative helped to turn a 50/50 decision into a positive outcome and ensured the area's key leaders could focus on vital issues around economic development, inward investment and skills. It also paved the way for the launch of the Chamber's 'Manifesto for Growth 2012'.

Martyn Pellew, President of the British Chambers of Commerce, commented: "The Chambers have not been immune to the pressures of the recession and we have had to change the way we operate in order to become more dynamic and ensure the services and support we offer match what our member businesses need.

"Doncaster Chamber of Commerce and Enterprise listened to what its members were telling it about an Elected Mayor and put together a successful campaign that ensured a positive outcome that will hopefully build on recent economic improvements in the area."

"It showed strong leadership, imagination and an understanding of local issues, a justifiable winner of the Most Effective Campaigning Award."

Over 500 guests were on hand at the Guildhall in London to witness the culmination of the British Chambers of Commerce Chamber Awards, which is the flagship event in the 'Business is Good for Britain' campaign.

Joining Doncaster Chamber of Commerce and Enterprise on the podium were three other Chambers, who were all recognised for their achievements during 2012. These included:

- Business West (Excellence in International Trade)
- North East Chamber of Commerce (Excellence in Membership Services)
- Northern Ireland Chamber of Commerce (Chamber of the Year)

Now in its 9th year, the British Chambers of Commerce (BCC) Chamber Awards 2012 are supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health, Club Wembley, Acua Limited, Composite Legal Expenses and Qdos Consulting.

ENDS

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Notes to editors:

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

For more information visit: **www.britishchambers.org.uk**

There are four categories in the annual Chamber Awards. Most Effective Campaigning, sponsored by BT Business, Excellence in Membership Services, sponsored by Composite Legal Expenses, Excellence in International Trade Services, sponsored by RBS and NatWest and Chamber of the Year, sponsored by Qdos Consulting Ltd.